

Say it better!

No-budget communication through social media

Call for Partners for a *Training Course* – Erasmus+ Key Action 1

Venue: Bergamo BG, Italy

Period: July 2016

Hosting Organization: IPSIA Acli

Applying organization: IPSIA Acli

Eligible countries: EU Programme Countries and Partner Countries

Language: English

Nowadays **communication and visibility** have become very important to succeed in projects, activities and events, as relevant as contents and communication goals themselves: everyday millions of tweets, photos, posts are shared on social media all over the world. This cannot be unheeded. *How could you make your activities visible in such a overpopulated network?*

The internet offers lots of powerful tools and resources that allow us to develop the best net for our projects and to reach the right audience. A smart use of these instruments can give us the opportunity to be successful.

Lots of these tools (especially social media) are implemented daily to share pictures, experiences, feelings with friends - so they are used mostly in a private way. When the young people use them to promote their businesses, project or events, the lack of knowledge of communication strategies doesn't permit to use their full potential.

The concept "If you are not on Facebook, you don't exist" is getting more and more real and true - especially for businesses, associations and NGOs. The most of them have at least a couple of profiles in different social media and in different languages, always including English. Their goal is to reach the largest possible audience. Being present at the right moment and "place" is essential not to be overwhelmed with millions of other information. The key of this new communication is to have **immediate impact**.

Through this training, participants will learn how to be simple, direct and incisive, how to choose keywords, tags and follow trend topics, the most efficient communication strategies and techniques. They will be led to learn new competences, to develop their own skills and to improve their abilities.

If you wish to enhance your **communication skills**, meet other NGOs and get new PR instruments, this might be the right training for you!

Overall objectives of the training:

- Acquire a deeper consciousness of how communication works in social media (fb, twitter, blog)
- Experience the importance of web communication and content writing
- Learn how to design and implement a successful PR strategy with zero budget
- Use also non-formal methods to enhance story telling

Financial conditions:

Food and accommodation are covered by the programme. Travels costs will be reimbursed after the Training Course within the budget foreseen by the distance calculator of the European Commission.